



## **CSG and National Lampoon Offer Cutting-Edge Online Buying Experience**

National Lampoon's "One, Two, Many" Online Film Sales Powered by CSG's Content Direct Solution

**ENGLEWOOD, Colo. (05/07/2008)** CSG Systems (NASDAQ: CSGS), a leading provider of customer care and billing solutions, today announced that National Lampoon (AMEX: NLN), one of the most recognized brands in comedy, has agreed to utilize CSG's recently launched video content engagement and monetization solution – CSG's Content Direct – to offer a new online video store where consumers can browse, preview, and purchase movies and other goods and merchandise from the National Lampoon catalog.

CSG's Content Direct solution allows video content creators, aggregators, and distributors to easily and effectively market, monetize and manage video content to end customers or members. National Lampoon has selected the Content Direct solution to introduce a new consumer buying experience, and to help consumers preview and buy its new online feature film "One, Two, Many" through [www.nationallampoon.com](http://www.nationallampoon.com) or [www.onetwomanythemovie.com](http://www.onetwomanythemovie.com).

CSG's Content Direct solution will power National Lampoon's online content consumer experience– from browsing and buying, advertising and syndication, to back-end transaction management, including pricing, packaging, offer management, payments and purchasing options.

"As a global leader in comedy, and one of the most trafficked network of humor sites on the Web, the new capabilities we can offer our customers through CSG Content Direct fortifies our brand and will help us better support sales of all our video content and merchandise, including our new feature film "One, Two, Many," said Daniel Laikin, President and CEO of National Lampoon. "Together with CSG Content Direct's sophisticated but easy to use content, commerce, and advertising solution, we believe that we are raising the bar on the way video content is offered on the Web today. They are a great partner for us as we increase our direct online sales efforts across all our products."

With CSG's Content Direct solution fully deployed, consumers will be able to browse, preview, purchase, download and stream movies from the full National Lampoon catalog as well as other National Lampoon products like DVDs and books.

"National Lampoon attracts millions of visitors across its network of sites each month, presenting a huge opportunity to transform the way its consumers view and own online video content," said Kent Steffen, Vice President of CSG Content Direct. "With the Content Direct solution, National Lampoon's customers will enjoy one of the most robust experiences for online video content available today."

CSG's Content Direct solution is available today and can be seen live at the Digital Hollywood show at The Grand Ballroom at Hollywood and Highlands in Hollywood, California from May 5 – 8, 2008 in Booth #16.

### **About CSG's Content Direct Solution**

CSG's Content Direct solution empowers content creators, aggregators and distributors to easily and effectively market, monetize and manage content and customers. Content Direct is offered as either a set of software services or as an

integrated solution, and allows content companies of all sizes to increase the value and return of every content transaction. The solution supports virtually all content types, marketing promotions, advertising management, partner management, financial management and syndication. Content Direct is a complete solution and is integrated with leading payment and advertising management systems. For more information, visit our website at [www.csgsystems.com/contentdirect](http://www.csgsystems.com/contentdirect).

### **About National Lampoon**

National Lampoon, Inc. (Amex: NLN) is active in a broad array of media and entertainment segments, including feature films, television programming, online and interactive entertainment, home video and book publishing. The Company also owns interests in all major National Lampoon properties, including National Lampoon's Animal House, the National Lampoon Vacation series and National Lampoon's Van Wilder.

### **About CSG Systems**

Headquartered in Englewood, Colorado, CSG Systems International (NASDAQ: CSGS) is the leading provider of outsourced billing, customer care and print and mail solutions and services supporting the North American cable and direct broadcast satellite markets. CSG's solutions support some of the world's largest and most innovative providers of bundled multi-channel video, Internet, voice and IP-based services. CSG's unique combination of solutions, services and expertise ensure that cable and satellite operators can continue to rapidly launch new service offerings, improve operational efficiencies and deliver a high-quality customer experience in a competitive and ever-changing marketplace. For more information, visit our website at [www.csgsystems.com](http://www.csgsystems.com).

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